

Roche et al. 10/789,665  
Attorney Docket No.: FORT-002-002

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NOV 04 2009

### **CLAIM AMENDMENTS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**1. (Presently Amended)** A method of populating a merchandising product database at a first network location, comprising:

obtaining merchandising data related to a product from a point of presentation at a second network location, the obtaining step comprising acquiring selected product information from ~~at least one user interaction at the point of presentation with a presentation medium~~, wherein the selected product information includes data that is transmitted to the point of presentation from a server at a third network location in response to ~~the user interaction~~ a user request for a Web-page, and wherein rendering of the Web-page by the point of presentation causes the point of presentation to transmit the data to the first network location; and

storing at least part of the obtained merchandising data in the merchandising product database at the first network location, said storing comprising collecting the selected product information in the merchandising product database.

**2. (Previously presented)** The method of claim 1, wherein the point of presentation comprises a presentation device at the second network location on which the product is presented.

**3. (Previously presented)** The method of claim 1, wherein the selected product information comprises data about the product rendered at the point of presentation at the second network location.

**4. (Presently Amended)** The method of claim 1, wherein the merchandising product database does not have information related to the product stored therein prior to the storing step.

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5. (Canceled)

6. (Canceled)

7. (Canceled)

8. (Presently Amended) A merchandising database system at a first network location, comprising:

an interface configured to be coupled to a network and to obtain selected product data related to a product presented at a second network location ~~from at least one user interaction at the second network location with~~ on a Web-page served by a server at a third network location, wherein the selected product data includes data that is transmitted to the second network location from the server at the third network location in response to ~~the a user interaction request for the Web-page, and wherein rendering of the Web-page at the second network location causes the data to be transmitted from the second network location to the interface;~~ and

a storage device configured to store at least part of the selected product data at the first network location.

9. (Previously presented) The system of claim 8, wherein the interface is configured to obtain the selected product data directly from a presentation device on which the Web-page is presented at the second network location.

10. (Previously canceled)

11. (Canceled)

12. (Previously canceled)

13. (Previously canceled)

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14. (Previously canceled)

15. (Previously canceled)

16. (Previously canceled)

17. (Previously canceled)

18. (Previously canceled)

19. (Previously canceled)

**20. (Presently Amended)** A physical computer-readable storage medium having stored thereon a computer program product for use in conjunction with a computer device for populating a merchandising product database at a first network location, comprising:

first computer program codes to cause the computer device to obtain merchandising data selected product information related to a product presented at a point of presentation of the product at a second network location, ~~the first computer program codes comprising computer program codes for acquiring selected product information from at least one user interaction at the point of presentation with~~ on a Web-page served by a server at a third network location, wherein the selected product information includes data that is obtained by the point of presentation from the server in response to the a user interaction request for the Web-page, and wherein rendering of the Web-page causes the point of presentation to transmit the data to the computer device; and

second computer program codes to cause the computer device to store at least part of the obtained merchandising data selected product information in the merchandising product database at the first network location, the second computer program codes further comprising computer program codes for modifying the merchandising product database to include the selected product information.

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**21. (Presently Amended)** The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data selected product information directly from a presentation device at the second network location on which the product is presented.

**22. (Previously canceled)**

**23. (Canceled)**

**24. (Canceled)**

**25. (Previously canceled)**

**26. (Presently Amended)** A method of populating a merchandising product database located at a first network location, comprising:

rendering in response to user interaction with an interactive catalog, at least a portion of the interactive catalog at a second network location, wherein content of the rendered portion includes selected data related to one or more products displayed by the rendered portion of the interactive catalog, and wherein the content is obtained by the second network location from one or more source product databases at a third network location in response to the user interaction with the interactive catalog;

wherein said rendering causes a device at the second network location to communicate ~~communicating~~ the selected data related to the products from the second network location to the merchandising product database at the first network location such that the selected data is communicated from the source product databases to the merchandising product database by way of the second network location ~~in response to the user interaction and~~ without requiring a direct data transfer between the source product databases at the third network location and the merchandising product database at the first network location; and

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modifying the merchandising product databases using the selected data such that the databases include a representation of the selected data.

**27. (Previously presented)** The method of claim 26, wherein information from the source product databases is communicated to the merchandising product database through the interactive catalog.

**28. (Previously presented)** The method of claim 26, wherein the selected data comprises parameters embedded within the rendered portion of the interactive catalog.

**29. (Previously presented)** The method of claim 26, wherein the selected data comprises a product identification.

**30. (Previously presented)** The method of claim 26, wherein the selected data comprises a product description.

**31. (Presently Amended)** The method of claim 1, wherein the selected product information comprises portions of the ~~presentation medium~~ Web-page specified by the third network location for storage at the merchandising database at the first network location.

**32. (Previously presented)** The system of claim 8, wherein the selected product data comprises portions of the Web-page specified by the server at the third network location to be stored in the storage device at the first network location.

**33. (Previously presented)** The computer program product of claim 20, wherein the selected product information comprises portions of the Web-page specified by the server at the third network location to be obtained by the first computer program codes and stored by the second computer program codes.

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**34. (Presently Amended)** A method of populating a merchandizing product database at a first network location, comprising:

at said first network location, obtaining merchandising data related to a product, wherein said product is presented at a presentation device, wherein said presentation device is located at a second network location, wherein said obtaining comprises receiving product data transmitted by the said presentation device, wherein said product data is embedded in a ~~presentation-medium~~ Web-page transmitted to said presentation device from a third network location, and wherein said ~~presentation medium~~ Web-page is transmitted to said presentation device from said third network location in response to a user action at request from said presentation device, and wherein rendering of said Web-page causes said presentation device to transmit said product data to said first network location; and

storing at least in part a representation of said product data in said merchandising product database at said first network location.

**35. (Presently Amended)** The method of claim 34, wherein said presentation medium comprises device executable code that causes said presentation device to automatically transmit said product data to said first network location ~~contemporaneously with~~ upon rendering of said ~~presentation-medium~~ Web-page on said presentation device.

**36. (Canceled)**

**37. (Previously presented)** The method of claim 36, wherein said product data comprises a product identification.

**38. (Previously presented)** The method of claim 36, wherein said product data comprises a product description.

**39. (Previously presented)** The method of claim 36, wherein said product data comprises parameters specified by said third network location for storage at said

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merchandising product database at said first network location.

**40. (Presently Amended)** The method of claim 39, wherein said storing step comprises storing said parameters in said merchandising product database contemporaneously with said ~~user-action~~ rendering of said Web-page.

**41. (NEW)** The method of claim 39, wherein said parameters comprise at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

**42. (NEW)** The method of claim 34, further comprising determining a number of times the Web-page has been rendered based on said obtained merchandising data.

**43. (NEW)** The method of claim 1, wherein the selected product information comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

**44. (NEW)** The method of claim 1, further comprising determining a number of times the Web-page has been rendered based on the obtained merchandising data.

**45. (NEW)** The system of claim 8, wherein the selected product data comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

**46. (NEW)** The system of claim 8, further comprising a logger for determining a number of times the Web-page has been rendered based on the obtained product data.

**47. (NEW)** The computer program product of claim 20, wherein the selected product data comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

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**48. (NEW)** The computer program product of claim 20, further comprising computer program codes to cause the computer device to determine a number of times the Web-page has been rendered based on the obtained product information.

**49. (NEW)** The method of claim 28, wherein said parameters comprise an address of an image of the one or more products.

**50. (NEW)** The method of claim 26, further comprising determining a number of times the one or more products have been viewed based on the selected data.